

National Highway Traffic Safety Administration
“Drive Sober or Get Pulled Over” Holiday 2013
Media Buy Summary

The 2013 Holiday network television plan will use broadcast and cable networks, including networks in Spanish.

Programming will be scheduled, for the vast majority of programming, on a Wednesday to Sunday flight pattern starting on Wednesday December 11th and ending on New Year's Day.

Below is a summary of the television networks, radio stations, online publishers, and Spanish-language media on the plan.

Television

The television portion of the plan, including Spanish language networks, will command approximately 67% of the budget. This higher allocation to television is due to the presence in NFL and NBA games that carry a higher price, but reach very large audiences.

The following details programming by network.

Adult Swim

Adult Swim (2 T/C) :15 Unit	M-Su 12m-3a/M-Su 3-5:59a
Adult Swim (2 T/C)	M-Su 12m-3a/M-Su 3-5:59a
Adult Swim Prime :15 Unit	M-Su 9p-12m
Adult Swim Prime	M-Su 9p-12m
Adult Swim Prime :15 Unit	M-Su 9p-12m
Adult Prime	M-Su 9p-12m

CBS Sports

NCAA

NCAA Game (Matchup TBD)	12/14/13 2p
NCAA Game (Matchup TBD)	12/21/13 4p
NCAA Game (Matchup TBD)	12/28/13 4p

NFL

NFL Today	12/15/13 12n-1p
NFL Postgame	12/15/13 4-4:30p
NFL Regional Game :15 Unit	12/22/13 1:02p-4p
NFL National	12/29/13 4:15-7p

Comedy Central

Daily Show
Daily Show Prime
Early Fringe
Early Fringe :15 Unit
Late Late Night
Late Night
Prime
South Park LN Encore
South Park Prime Encore
South Park Wed LN Encore
South Park Wed PR
Stand Up Special
Stand Up Prime
Stand Up Prime :15 Unit
The Daily Show LN
Weekend Fringe

ESPN

Buffalo Wild Wings Bowl w/Rpt
Famous Idaho Potato Bowl w/Rpt
New Mexico Bowl w/Rpt
Meineke Car Care Bowl w/E2 Rpt
NBA w/E2 Rpt
NBA w/E1 Rpt
NBA Holiday Game w/E2 Rpt
SportsCenter w/Rpt
SportsCenter w/2 Rpts

ESPN2

NCAA Basketball RS
SportsNation w/E2 Rpt
ESPN First Take w/Rpt
Mike & Mike
SportsCenter
SportsCenter

ESPNNews

SportsCenter w/Overnight Rpt
SportsCenter: News

FOX

Simpsons
Simpsons :15 Unit
Family Guy
Bob's Burgers
Family Guy :15 Unit
American Dad
Animation Encores
Animation Encores :15 unit

FOX Sports

Pre-Kick :15 unit	12/15/13
Post-Kick	12/22/13
America's Game of the Week	12/22/13
Game 1 In-Game	12/29/13

FOX Sports Net

NHL Home Team In-Game
NHL Home Team Post-Game
Late Fringe Sports Programming
ROS Sports Programming

FX

Day

Daytime

Fringe

How I Met Your Mother

Prime

Two and a Half Men
American Horror Story 1 :15 Unit
American Horror Story 2 :15 Unit
American Horror Story 3 :15 Unit
American Horror Story 4 :15 Unit

Specials

Christmas Eve Movie Marathon

Late

Movie Late
Original Encore Showcase

Weekday

Two and a Half Men
Movie Weekend

NBC Sports Network

NHL Live Pre-Game
NHL Live Post-Game
NHL Regular Season Live
Premier League Live
Premier League Live Marquee
Premier League Pre-Game
Premier League Encore Late
Premier League Match of the Day
Premier League Goal Zone
Premier League World Late

TBS

Daytime
Latenight
Moonlight Theater
Weekend
Early Morning
Prime
Family Guy Prime
Family Guy Prime :15 Unit
Conan (2 T/C) :15 Unit
Big Bang Theory :15 Unit
Daytime
Comedy Block 1

TNT

Primetime in Daytime
Late
Weekend
Moonlight Theater
Prime :15 Unit

truTV

Tru Prime (2T/C) :15 Unit
Tru Prime (2 T/C)
Sat. Night Solution :15 Unit
Weekend :15 Unit
Weekend
Tru Evenings
World's Dumbest (2 T/C)
Tru Prime (2T/C) :15 Unit

Turner Sports

TNT

NBA Regular Season # 15

NBA Regular Season # 17

Inside the NBA

NBA TV

Morning

Daytime

Fringe

Prime

Late Night

Overnight

Regular Season Pre-game

NBA Regular Season Game

Regular Season Post-games

USA

USA Movie :15 Unit

USA Movie

Overnight ROS

WWE Raw :15 Unit

WWE Raw

WWE Raw

WWE Raw

Velocity

Wheeler Dealers

Boys Toys 3

Men at Work 2

Custom Cars 2

Best of Velocity 2

Boys Toys 1

HPB: Sat

Maximum Velocity Sat

HPB: Sat

HPB: Sun

Velocity Fringe

Velocity Late

Velocity Weekend Late

On the Block

Velocity Showcase

Galavision

News

News ROS

Prime

Prime ROS

Late Night

Late Night ROS

Weekend Day

ROS

Unimas

Prime

9P Series

Late Night

Cineplex

Sports

Contacto Deportivo

Univision

News

Noticiero Univision

Prime

Primetime Novela

Late Night

Novela

La Hora Pico

Al Punto

Weekend Daytime

El Chavo Animado

Weekend Novela

Como Dice el Dicho

Radio

Network radio is used to increase the reach of the “Impaired Driving” campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for over 12% of the total budget. In addition to the radio placement, all networks will deliver Social components through their on-air talent’s Twitter and Facebook feeds.

Cumulus Media and Cumulus Hispanic

Cumulus Media reaches over 90% of the country with their 4,400 radio affiliates. Each week, syndicated programming from Cumulus Media is heard by 104 million listeners. In early 2013, Cumulus Media formed a partnership with CBS Sports, which filled the void left by the dissolved relationship between Cumulus and ESPN. As a majority of our placement in the past with Cumulus had been with ESPN properties, the new partnership brings Sports back into the mix.

Cumulus Hispanic is a division of Cumulus Media and reaches 52% of the country with 47 affiliates located in the largest populated Hispanic areas throughout the country.

The following are the program formats that are utilized for the NHTSA campaigns:

- Rock
- Country
- Sports / Sports Talk
- Hispanic Music
- Hispanic Talk

Dial Global

In late 2011, Dial Global and Westwood One merged creating one of the largest radio networks in the country, reaching 99% of the country.

The following are the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country
- Rock
- Urban
- NFL Network
- NCAA Football
- MTV Radio
- Talk (Loveline and Dennis Miller)

ESPN Radio

With the relationship dissolved between ESPN Radio and Cumulus, it was necessary for us to utilize ESPN Radio directly to deliver our message. As part of the December 2013 campaign, ESPN radio personalities, Mike & Mike and Colin Cowherd will be doing live reads of the NHTSA message which will be heard on both the radio as well as on television, as all three shows also air on ESPN2.

The following are the program formats that are utilized for the NHTSA campaigns:

- ESPN Sports Talk Shows
- ESPN Gamenight
- ESPN NFL Sunday Night
- ESPN Streaming Radio

Premiere Radio Network

Premiere Radio Network syndicates over 90 shows to more than 5,000 radio affiliates throughout the country. Each week, Premiere Radio Network programming reaches over 190 million listeners. The Premiere program will include live on-air reads by some of their top talent, including Blair Garner, JT “The Brick”, and Petros and Money.

The following are the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country
- Rock
- Urban
- Premiere Satellite Radio
- Online Radio Streaming
- Music Talk Shows

SIRIUS/XM

Sirius/XM has 25 million subscribers throughout the United States and continues to grow each quarter. In 2nd Quarter 2013 they added 715,000 new subscribers in the United States. In addition to our produced commercials airing, on-air talent will do live commercial reads during their programs.

The following are the program formats that are utilized for the NHTSA campaign:

- NFL Radio
- Mad Dog Radio
- College Football Radio
- Blue Collar Comedy Radio

TargetSpot Online Radio

TargetSpot is an online radio network that distributes advertising messages on online radio platforms, including AOL Music, Yahoo Music, Live365.com, Slacker and MySpace radio. Additionally, they stream these commercials on local radio stations throughout the country. Every month, over 70 million people listen to online radio.

The following are the program formats that are utilized for the NHTSA campaigns:

- Country
- Rock
- Hot AC
- Sports Talk
- CHR

Univision Radio

Univision Radio is a Hispanic radio network with coverage in 16 of the top 25 Hispanic markets in the country, including New York, Los Angeles, San Jose, San Francisco, and Miami. Univision provides programming to over 70 affiliates.

The following are the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk
- Hispanic Sports Talk

Online

The digital portion of the plan will use approximately 18% of the total budget. The majority of the digital plan will be placed publisher direct, but portals and networks will be used as well.

Below is a description of what will run on each site.

Blip.TV

Blip.TV is the site to go to see original web series from both professional producers, as well as, up-and-comers. Blip has over 9 million monthly unique visitors, and generates over 150 million monthly video views.

Blip will create a custom vertical of shows picked especially for NHTSA. This content will consist of shows targeted to men 18-34 years old, and all content will be rated G or PG.

The shows will be distributed by Blip on their own site, as well as, AOL, MSN and Yahoo!.

The creative will now be pre-roll only. In the past NHTSA used an overlay unit as well, but the overlay has decreased in performance to the point where we no longer recommend using it.

The Holiday campaign will generate 3,333,333 impressions. The campaign will receive a homepage takeover that will run for three days as added-value.

Break.com

Break.com is the # 1 video humor site, and the Break Media Network remains the 2nd largest video ad network on the web. The Break Media Network has more visitors, more video views and more videos watched than the combined networks of CollegeHumor, Comedy Central, CraveOnline, ESPN, FunnyorDie, Heavy, IGN, Spike and UGO.

Break has a 63% male skew, and 43% comp. against 18-34.

Based on previous campaigns NHTSA will run with the highest performing ad units, which include:

- Animated Homepage Takeover
- Homepage Roadblock
- Video Page Takeover
- Video Page Takeover First Impression Pre-roll (This will be served during the users' first visit to the site. Click thru is always larger on the first visit.)
- Video-stitial (Video plays in between pages as they load)
- Pre-roll
- 300x250 standard display
- Mobile site roadblock

This very robust plan will generate 12,881,962 impressions for the Holiday campaign.

CraveOnline

Craveonline.com editorializes the most craved topics from across the network, providing additional and deeper coverage against the most popular topics. In this manner Crave covers an array of topics, with the ability for users to go even deeper around any specific point of interest by clicking out to an owned or partner site that has subject matter expertise.

NHTSA will run a number of creative units with Crave, including:

- Skins
- Leaderboards
- Rectangles
- Skyscraper
- Pre-Roll
- Custom Branded Canvas

In addition to these units, NHTSA will run on a new unit called an “Arrival Ad”. The first time the user enters the site, regardless of the page they entered on, they will be served the NHTSA Roadblock. This helps NHTSA as everyone does not enter through the home page.

This plan will generate 13,474,773 impressions for the Holiday campaign.

Daily Motion

Daily Motion has continually delivered the greatest numbers of clicks for the NHTSA campaigns at a very efficient rate.

In order to build brand awareness the NHTSA plan will use homepage takeovers, page skins, full page video interstitials and pre-roll.

Daily Motion, as added-value, will create a custom interactive video experience called “Not This & That!” “Not This & That!” is an interactive, video experience that will help effectively communicate NHTSA’s messaging by allowing users to interact with the brand in an engaging way. Through the Custom Video Generator users will be able to mix and match whatever choice of character and situations they want, to immediately see why “This and That” just don’t belong together. For example, a professional wrestler at a golf course, or a football player at a yoga retreat.

At the end of the video users will be able to push the resulting video to their social stream along with a NHTSA branded message and the option to try it for themselves.

The Holiday campaign will deliver 13,300,000 impressions.

EA (Entertainment Arts)

EA will drive engagement with the NHTSA message through cross-platform media within top online, mobile and game console titles.

The creative, console: banners, mobile: interstitials & banners and online: dynamic in-game ad insertion has performed extremely well in past campaigns, and will be continued here.

The Holiday campaign will deliver a total of 1,451,389 impressions.

ESPN.com

NHTSA will again use this top rated sports site to reach young men.

ESPN creative products to be used include:

- Mobile ScoreCenter Handset App – 320x50 rotational unit running on homepages of My Teams, Top videos, Top Events and Top Headlines
- Standard display banners will run on the MLB pages and All Sports pages.
- Video will run across the site on All Sports pages.

The Holiday campaign will generate 12,518,143 impressions.

Google

NHTSA will use a cost-per-completed view currency (True View) for the video portion of the plan. NHTSA will also run standard display using the Google Display Network. An additional level of targeting will be used on the Google Display Network. It is called “Affinity Segments” and they are specifically designed to reach your ideal audience wherever they are on the Google Display Network. NHTSA will reach users who have both demonstrated past interest in subjects and users who are likely to view related content again in the future. I’ve aligned our targeting for this with that of the best performing categories (i.e. Music Lovers, etc.)

This plan will generate over 1.2 million video views and over 37 million impressions.

Heavy.com

This site continues to perform very well for NHTSA.

NHTSA will again run video, standard display leaderboards and rectangles, as well as continuing a presence on the FightDay.com site. Fightday.com covers mixed martial arts fighting via the UFC league. Ad units on Fightday.com will include a custom video pushdown, and a skin.

The UFC fight that takes place during the NHTSA flight is UFC Fight # 168 for the Holiday campaign and will feature a NHTSA integration.

We are also working on details for a “Drive Sober” featured video to be produced by Heavy as added-value.

This plan will generate 12,857,143 impressions.

IGN.com

NHTSA will run on IGN with a roadblock with a video billboard on the Xbox and PlayStation channels. An example of this unit can be found at this link.

http://adtools.ign.com/special/?id=speedstick_4vids

Along with the roadblocks pre-roll will run on IGN, IGN's YouTube channel and on mobile. Mobile will also run an interstitial, iPhone App banner and mobile site banner. The plan also carries standard display banners as well.

The Holiday campaign will deliver 7,908,000 impressions.

Intergi

With this group of gaming sites NHTSA will run Homepage Takeovers that will include a skin, pushdown video title bar and a medium rectangle. Video will be based on a currency of cost-per-completed-video-view, and standard display banners will run as well.

To help raise awareness of the "Drive Sober" message a full page overlay across multiple core gaming sites will run 5x near the Christmas holidays. The "Invisible Cop" will blend into the sites at first upon load and then reveal himself. This aligns with the campaign message that the cops will see you before you see them.

The Holiday campaign will generate 5,567,685 impressions.

Kongregate

Kongregate is the leading social game portal that attracts video gamers with games, achievements and virtual goods.

NHTSA will run video and standard display, and will again run a reward program for those whose watch the NHTSA :30 spot. In exchange for watching the spot gamers will earn points and kreds. Kreds are awards that can be used to purchase virtual goods on video games.

This feature has always performed very well.

The Holiday campaign will generate 26,635,795 impressions.

Pandora

The last campaign with Pandora was simplified to use just audio and video assets, and performed very well. We will continue this for the Holiday campaign. In May the audio enjoyed a .72% CTR, while the video had a 3.44% CTR.

The Holiday campaign will generate 7,437,498 impressions.

Revision3

This very long term partner of NHTSA will continue to be on the plan. This is the plan where made-for-the-web hosted television programs have the NHTSA “Drive Sober” message delivered by the host in his or her own style.

Programs include Destructoid, Film riot, GeatBeatTV, Philip DeFranco, TechnoBuffalo, Tekzilla, and others.

This plan will deliver 3,510,000 impressions.

SayMedia

SayMedia is an online video network that has a plan based on the currency of cost-per-engagement.

The ad unit is an in-banner video with an opt-in engagement.

Step one: Impression – 300x250 banner invites audiences to engage (no-charge for these impressions)

Step two: User engages after hovering the mouse over the ad and hears an alert chime. User is engaged once the video begins to play

Step three: Video plays with opportunity for a call-to-action such as click to the site/YouTube page

On mobile devices:

Step one: Invite with custom impressions – In app or in browser invitation

Step two: Qualify attention with CPE pricing – Mobile users can tap the invitation to engage with the video.

This plan will generate 63,191 engagements for the Holiday campaign.

SessionM

SessionM is a mobile based platform using mobile apps to reach an engaged audience. The SessionM premise is that people, especially Millennials, want to be recognized for doing something, and then rewarded.

Users will go to an app and follow this process:

1. Unlock an achievement (i.e. watch a video)
2. Earn points (watch the entire video and earn points that can be redeemed for merchandise)
3. Gain status (Earn points towards a special recognition)
4. Redeem (at Amazon, iTunes, etc.)

Ad units will be video and custom display units targeted to men 18-34 via demographic and contextual targeting.

The Holiday campaign will provide 100,793 engagements.

SpotXchange

SpotXchange is a video exchange where video inventory is bought and sold. The NHTSA plan will again be built on a cost-per-completed-view currency. This means NHTSA will pay only once the video has been viewed to completion. Should the video be viewed almost to the end, but not finished, NHTSA will not be charged.

The cost per completed view is \$.03 and this will generate over 1.8 million completed views.

Videology

NHTSA will use this video network with targeting by using Behavioral, TV Amplifier, and CTV.

Behavioral: This is based on some college, blue collar and nightlife/party goers

TV Amplifier: Reach viewers of the NHTSA TV buy programming via the Videology network thereby reinforcing the message

CTV: This stands for Connected Television. CTV allows digital video content to be delivered via an Internet connection and viewed on a TV screen.

This is how CTV works from an advertising point-of-view.

1. User selects desired content through multiple app choices
2. App loads and user selects the content they want to watch
3. In-stream pre-roll is displayed prior to the launch of the selected content
4. Then the selected content is displayed

The Holiday campaign plan will generate 4,964,817 impressions.

Tremor

With this video network all video plays will be based on a currency of cost-per-completed-view. Those videos not watched to completion will not be paid for. Based on this currency the :30 videos will be used.

This campaign will run on the desktop/laptop and mobile/tablets.

This plan will deliver 3,125,000 completed views for the Holiday plan.

WWE.com

The WWE.com plan will use the homepage, RAW section and Smackdown section for takeovers. The Homepage takeover will include a custom rich media leaderboard, rectangle top and custom skin. The RAW and Smackdown takeovers will include a roadblock of a leaderboard, rectangle top, custom skin, rectangle bottom, video pre-roll and companion banner.

The WWE will create a :15 PSA using one of their Super Star wrestlers. This will be distributed on WWE.com, on WWE's Facebook and YouTube pages.

"Take the Pledge to Drive Sober with the WWE" will encourage WWE fans to take the pledge to drive sober. Landing page will live on WWE.com and sync to Facebook fan's status alerts.

Plan will generate 17,190,000 impressions for the Holiday campaign.

Spanish Language Media Campaign

As part of the 4th Quarters buys, we partnered with a Hispanic agency to design and execute a culturally and linguistically relevant communications strategy to prevent drunk driving among US Hispanic men ages 18-34 during the winter holidays, and deliver a high value return on allocated Federal funds. This effort will represent over 2% of the budget.

Radio

- Re-broadcast of original capsules leveraging dramatization, creative approaches and emphasis on the campaign slogan: *Maneja Tomado y Serás Arrestado*. All tags emphasize law enforcement crackdowns on drunk drivers during the winter holiday season.
- Re-broadcast of capsules with the campaign's celebrity spokespersons recruited for the Q3 campaign: Mexican regional banda/ norteño music legends Banda Los Recoditos, Tropical Pop stars Chino y Nacho, Bachata star Henry Santos, and Reggaeton duo Alexis & Fido to attract major attention to the Impaired Driving message and brand, and create greater impact with target 18-34 Hispanic male audiences. Each capsule features the celebrity spokesperson speaking directly to the audience with offshoots of their most recent hit song, with strong emphasis on the campaign slogan.
- National distribution of radio productions for broadcast on 250+ affiliate radio stations.
- Integration of impaired driving Law Features, live in-show sponsorship mentions, and placement of 60" radio *capsulas* during commercial air breaks on three (3) weeks – one additional week as an in-kind contribution – of *Bienvenidos a America*, a national Spanish-language immigration call-in radio show.

Celebrity Spokespersons

- Three (3) Latino music celebrities will serve as campaign spokespersons in national radio *capsulas*, attracting major attention and recognition to the Impaired Driving message and brand, creating instant appeal and resonating impact within the target 18-34 male Hispanic market. The three celebrities include:
 - Banda Los Recoditos – Mexican regional banda/ norteño music
 - Chino y Nacho - Tropical Pop
 - Henry Santos – Bachata
 - Alexis & Fido – Reggaeton
- Will target less acculturated US Latino male audiences with license rights to images and music of the artist's recent hit song most appropriate and currently popular.

Online – Batanga.com

- Placement of existing campaign video and banner ads in various dimensions featuring the four (4) celebrity spokespersons and the campaign slogan / logo.
- Placement of banner ads in areas of high traffic and engagement with HM 18-34 throughout the site. Where relevant, banner ads will also serve as hyperlinks to the campaign webpage: <http://www.nhtsa.gov/manejatomado>

Batanga Radio Mobile App

- Placement of banner ads on Batanga's Radio App targeting US Spanish-use Hispanic males 18-34; the Radio App currently reports more than 1 million listeners each month, of which 67% subscribe in Spanish. All celebrity ads will be paired up with the appropriate genre and stations.
- Priority placement of the campaign's 30-second video.
- Production and placement of new :15 audio ads (edited from existing Q3 spots) for each of the 4 celebrities, which will be paired with appropriate genre and stations.